

Testimony of Dominic P. Alaimo
Freshwater Package Store
920 Enfield Street
Enfield, CT 06082

Mr. Chairman, members of the committee:

Good afternoon. My name is Dominic P. Alaimo and I own the Freshwater Package Store located at 920 Enfield Street, in Enfield, CT.

I come before you, this afternoon to ask that you repeal Connecticut's ban on Sunday liquor sales. Connecticut is one of only three states left that bans off-premise Sunday liquor sales.

The Sunday liquor sales ban is a protectionist piece of legislation that has no place in a 21st century economy. In an age of interstate highways and powerful cars, it is pure folly for the state to think it can stop consumers from traveling elsewhere to buy liquor on Sunday.

The reality is that consumer behavior has changed substantially in the last half-century. Sunday is now the second-busiest shopping day. The world of business competition is a little like warfare—it's kill or be killed. This blue law forces me to engage in unilateral disarmament and fight my competition with one hand tied behind my back.

Mr. Chairman, my store is located 2.5 miles from the Massachusetts border. When Massachusetts legalized Sunday liquor sales, I saw my net revenues drop 40%. This is because the legalization of Sunday liquor sales across the border

fundamentally changed consumer behavior. Massachusetts made liquor sales more convenient for consumers and consumers responded by patronizing liquor stores in Massachusetts. Saturday used to be a major sales day for me— but now it isn't because people know they can buy on Sunday.

While they're in Massachusetts, the consumers also purchase cigarettes, gasoline, and groceries— so the state loses out on a whole panoply of tax revenue.

Another point that I'd like to make Mr. Chairman is that some permittees get to sell liquor on Sunday. In Connecticut, you can buy liquor at restaurants, bars, breweries and wineries. How come a winery can sell someone a bottle of wine on Sunday but I can't? If you ask me that's discriminatory.

Mr. Chairman, all that I'm asking for is the same opportunity to run my business that every other merchant has. It should be at the discretion of the business owner— not the state— as to when I can open my business.